

(19)



Europäisches Patentamt

European Patent Office

Office européen des brevets



(11)

EP 1 282 060 A3

(12)

## EUROPEAN PATENT APPLICATION

(88) Date of publication A3:

24.03.2004 Bulletin 2004/13

(51) Int Cl. 7: G06F 17/30, G06F 17/60

(43) Date of publication A2:

05.02.2003 Bulletin 2003/06

(21) Application number: 02255466.1

(22) Date of filing: 05.08.2002

(84) Designated Contracting States:

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR  
IE IT LI LU MC NL PT SE SK TR

Designated Extension States:

AL LT LV MK RO SI

(30) Priority: 03.08.2001 US 922028

(71) Applicant: Overture Services, Inc.

Pasadena, CA 91103 (US)

(72) Inventors:

- Cheung, Dominic Dough-Ming
- South Pasadena, California 91030 (US)

- Singh, Narinder Pal

Half Moon Bay, California 94019 (US)

- Soulanille, Thomas A.

Pasadena, California 91106 (US)

- Davie, Darren J.

Rowland Heights, California 91748 (US)

(74) Representative:

McLelsh, Nicholas Alistair Maxwell et al

Boulton Wade Tennant

Verulam Gardens

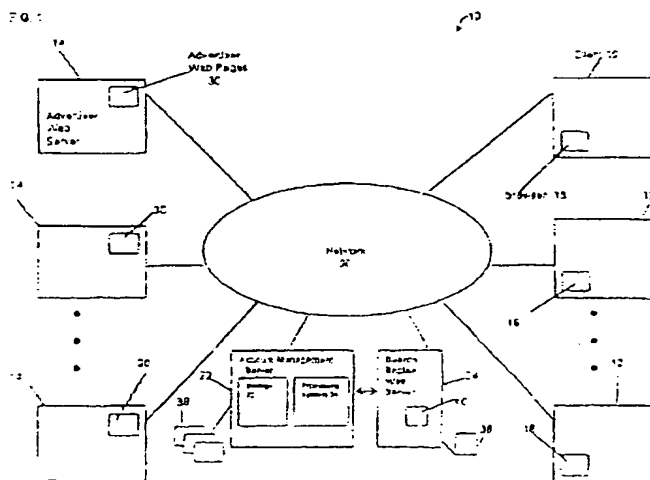
70 Gray's Inn Road

London WC1X 8BT (GB)

(54) System and method for providing place and price protection in a search result list generated by a computer network search engine

(57) A method and apparatus for managing search listings (344) in a search database (38). Include storing one or more search listings for an advertiser. Each search listing includes an associated search term (352). The system receives from the advertiser identification information for a search listing and a desired rank for

the identified search listing, a maximum cost per click for the search listing, or both. The system stores the desired rank and/or maximum cost per click for the search listing. The system then determines a cost per click for the identified search listing based on the desired rank and other search listings which include the search term associated with the identified search listing.





European Patent  
Office

# PARTIAL EUROPEAN SEARCH REPORT

Application Number

which under Rule 45 of the European Patent Convention [P 02 25 5466  
shall be considered, for the purposes of subsequent  
proceedings, as the European search report

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Incl. C1.7)
X, 0	US 6 269 361 B1 (DERER MATTHEW ET AL) 31 July 2001 (2001-07-31)  * abstract * * column 18, line 4 - line 36 * * column 19, line 38 - line 58 * * column 22, line 60 - column 30, line 18 * -----	1-3, 6, 12, 19, 20, 23, 24, 29, 30, 42-45, 52, 55, 58, 66, 70, 71	G06F17/30 G06F17/60
			TECHNICAL FIELDS SEARCHED (Incl. C1.7)  G06F
<b>INCOMPLETE SEARCH</b>  The Search Division considers that the present application, or one or more of its claims, does not comply with the EPC to such an extent that a meaningful search into the state of the art cannot be carried out, or can only be carried out partially, for these claims.  Claims searched completely:  Claims searched incompletely:  Claims not searched:  Reason for the limitation of the search: see sheet C			
Place of search		Date of completion of the search	Examiner
THE HAGUE		2 February 2004	Bernard J. L.
<b>CATEGORY OF CITED DOCUMENTS</b> X: particularly relevant if taken alone Y: particularly relevant if combined with another document of the same category A: technological background O: oral-written disclosure P: intermediate document  T: theory or principle underlying the invention E: earlier patent document, but published on, or after the filing date D: document cited in the application L: document cited for other reasons  &: member of the same patent family: corresponding document			



European Patent  
Office

INCOMPLETE SEARCH  
SHEET C

Application Number

EP 02 25 5466

Claim(s) searched incompletely:

1-3, 6, 12, 19-20, 23-24, 29, 42-45, 52, 55, 58, 66, 70-71

Claim(s) not searched:

4-5, 7-11, 13-18, 21-22, 25-28, 30-41, 46-51, 53-54, 56-57,  
59-65, 67-69

Reason for the limitation of the search (non-patentable invention(s)):

Article 52 (2)(c) EPC - Scheme, rules and method for doing business

The features which were not searched relate to subject-matter excluded  
from patentability, because it relates to a method for doing business.

More specifically, said features define a pricing policy for service sold  
to a plurality of advertisers.

ANNEX TO THE EUROPEAN SEARCH REPORT  
ON EUROPEAN PATENT APPLICATION NO.

EP 02 25 5466

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file or. The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

02-02-2004

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 6269361 B1	31-07-2001	AU 5171400 A	18-12-2000
		BR 0011035 A	26-02-2002
		CA 2375132 A1	07-12-2000
		CN 1378674 T	06-11-2002
		DE 20023291 U1	07-08-2003
		EP 1208500 A1	29-05-2002
		JP 2003501729 T	14-01-2003
		NZ 515534 A	29-08-2003
		WO 0073960 A1	07-12-2000
		US 2003055816 A1	20-03-2003
		US 2003033292 A1	13-02-2003
		US 2003149622 A1	07-08-2003
		US 2001051940 A1	13-12-2001
		US 2001042064 A1	15-11-2001
		US 2003208474 A1	06-11-2003
		US 2001047354 A1	29-11-2001
		US 2002169760 A1	14-11-2002
		US 2002165849 A1	07-11-2002
		ZA 200109564 A	17-02-2003

For more details about this annex : see Official Journal of the European Patent Office, No. 12/92